



Embassy of India
Belgrade

Press Release

Incredible India at 40th International Tourism Fair, Belgrade

Embassy of India in Belgrade is pleased to announce participation in the 40th International Tourism Fair to be held from 22-25 February 2018 at Sajam Fair, Belgrade. The India Pavilion located at the central Hall No. 1 will showcase 'Incredible India' tourism potentials with focus on UNESCO Heritage sites of India.

Tourism promotion was one of the major action points arising from the visit of Serbian President H.E. Mr. Aleksandar Vucic to India in January 2017. As a follow up, in October 2017, Embassy of India organized visit of five Indian tour operators on a familiarization trip to Serbia to form a network of tour operators. Earlier, a group of eight Serbian tour operators visited India on a familiarization trip in September 2017 and was hosted by India Tourism.

The number of Serbian tourists visiting India registered year on growth of 23% in 2017. The e-Visa facility extended to the Serbian nationals is gaining popularity and was availed by more than 1200 Serbian Nationals in 2017.

This is the fifth time in a row that the Embassy is participating at the International Tourism Fair of Belgrade. India is a year-round tourism destination, including medical tourism, adventure tourism, desert tourism, beach tourism, Himalayan tourism, spiritual tourism, touring forts and palaces, etc.

All are cordially invited to visit the India Pavilion.

Place: Belgrade

Date: February 19, 2018